

How Do We Get Information Out of Memory?



Module Objectives:
What are some types of memories?
How can we retrieving memories?

What do you remember?



Two types of long-term memories

- _____ (Explicit)
 - Memories with conscious recall
 - _____
- Procedural Memories _____
 - Memories without conscious recall
 - Memories for actions, skills, and operations

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Declarative Memory



- These memories are learned quickly but compared to _____

- Examples:
 - Being able to tell someone your phone number
 - The meaning of the word "consciousness"

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Two Types of Declarative Memories



1. _____
 - Contains general knowledge that is not tied to the time when the information was learned

- _____
- _____
- _____

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Do You Remember?



Who was the first person you kissed?
What was your favorite toy in childhood?



Episodic Memory



2. Episodic Memory

Memories for specific events

- Includes details of when and where the events happened
- Help us construct a sense of self

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Procedural Memory



☞ It is the repository of motor skills and habits such as handwriting or driving.

- These skills are essential part of our

- In this sense the memory is said to be implicit or non-declarative ...you just cannot explain how to ride a bicycle.

The skills may be difficult to acquire, but once learned they are never forgotten, even without occasional practice

Encoding Specificity Principle



☞ The information present at the time of encoding or learning tends to be most effective as a retrieval cue.

- If you experience something while you're in a particular mood - you are more likely to think of it again when you are in the same mood.

- ☞ State-dependent retrieval
 - The tendency to remember something better if your body is in



Retrieval

How do we get information back out?

How Do We Test Memory?



☞ Recognition is a memory task in which the _____

- Example- True-false, multiple choice and matching tests.

☞ In recognition tests such as multiple-choice tests, you merely judge whether a _____

Recognition Task



☞ The next time you see someone at a party who is having trouble walking properly, you might say, "He has had too much to drink, and it went right to his _____."

- Reticular formation
- Cerebellum
- Frontal lobe
- Parietal lobe

How is Information Retrieved?



☞ Recall is a memory task in which the individual has

☞ Recall tests such as essay tests have poor retrieval cues.

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☞ The words positioned at the beginning and the end of a list are most likely to be remembered, a phenomenon called _____

☞ Also, any unusual stimuli have a greater chance of being recalled, a phenomenon called the von Restorff effect (Hunt & Lamb, 2001).

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Here's a HINT...



_____ is a method of testing memory by asking someone to produce a certain item after being given a hint.



Flashbulb Memories

☞ _____

- These are emotionally significant memories

- ☞ Highly detailed and long-lasting
- Memory of Princess Diana's death
 - Memory of the 9-11 attack
 - Memory of the Challenger explosion

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Your recall of the flash bulb memory is likely to be just as accurate many years from now as it is today.



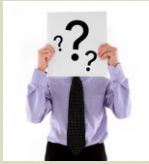
These memories are encoded differently than semantic or episodic memories.

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Next Class
Why do we forget?



How Can You Improve Your Memory?



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Mnemonic Devices

Any memory aid that is based on encoding each item in a special way

- Use silly images
 - The sillier the image the more effectively you will remember it
- Use pleasant images
 - Your brain often blocks out unpleasant images
- Use vivid colorful images
 - They are easier to remember than boring ones
- Use all your senses to code information
 - Mnemonics can contain sounds, smells, tastes, touch, movements, feelings, and pictures

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Verbal Mnemonics

Word associations (i.e., acronyms or acrostics)

Example:

- ROY G BIV (acronym for colors of the spectrum)
- King Philip Came Over For Good Sex (acrostic for order of taxonomy in biology)

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Verbal Mnemonics are often helpful in memory.



☞ Narrative stories and rhymes

- Examples of rhymes:
 - Thirty days has September, April, June and November. When short February's done. All the rest have 31.
 - Red sun at night – sailors delight, red sun in the morning – sailors take warning
 - Righty tighty lefty loosey
 - Learning the ABCs to the tune of twinkle, twinkle little star

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How Should You Study?



☞ Distributed practice is better than massed practice

- Ten 1-hour blocks is better than one 10-hour block

☞ You should continue to rehearse the material after you first appear to have mastered it

- Skimming or speed-reading will not promote long-term retention

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How Should You Study?



☞ Active is better than passive (allows you to engage in deeper processing)

- Writing out a detailed outline is better than passively reading over notes
- Try to relate material to your own life and experience rather than just memorizing material
- The better organized you are – the better you learn and remember

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